From: Juan Montermoso, continuity director (Alan O'Brien Operations (Heller) to Bill O Balil
Re: Continuity
To: Operations

Nature of Continuity

Continuity are the words of an advertisement, which are broadcast over the air. All our advertisers have paid for time, during which they make their product known. The words used in such a paid-for time slot are referred to as continuity.

The Department and my duties.

From the above definition, it is evident that I must have contact with our advertisers. Hence, my position falls in the business department.

Although from the above definition, it would seem that my only job is fill the time-slots with words, the office has so developed that I am responsible for seeing that every time-slot logged for advertisements has an appropriate advertisement. Thus, I must work closely with the traffic manager. He sees to it that all ads are logged; I see to it that all paid-for time slots have an ad.

Now these time slots are filled by two types of ads:

1. ads on tape cartridges
2. ads that are read by the shifter during his show

Ads on cartridges

These ads come from two sources: national sponsors, who we get through the Ivy network and local sponsors.

All our national sponsors supply the whole advertisement--continuity, music, announcer, the ~~works~~ whole works-- via tape(such as CocaCola) or via record(Budweiser beer). When any such tape or record comes in to the station, I transcribe the ads onto a cartridge. Usually I transfer only five ads onto the cartridge. They usually supply anywhere from six to twenty for our use. This cartidge with the five ads I then place in the appropriate contol room(I or II). Previous ads by the same sponsors are bulked(That's what they want).

Some local sponsors , like David Dean Smith, also supply the whole spot. Again I proceed,as above,to put it on tape and place the cartridge in the right CR.

Some local sponsors, like First New Haven Bank, supply only the continuity(words). I then get an announcer with a good voice to read the ad. I then put it on cartridge and place the cartridge in the appropriate ~~x~~ CR.

Some local sponsors, like Nelke Motors, supply nothing. In that case, I am responsible for writing an ad. Whoever sold the time-spot then brings my ad to the sponsor and gets it modified and/or approved. I then proceed to get an announcer, have him read it, put it on cartridge and place it in the right CR.

Most of the ads on tape are from sponsors who will be with us for long periods of time.

Ads that are read

All these ads are written either by the me or by the

person who sold the ad. All our sponsors in this category are local. Before the ad can be used, ~~they~~ it must be approved by the sponsor. Approval is obtained by the person who sold the ad.

~~Writi~~ Writing Ads

To write an ad, the writer(usually myself) needs the following specific items:

1. name and address of business
2. the product ~~th~~ or service they sell
3. what features the sponsor wants to emphasize about his business, e.g. price, efficiency, discounts, etc.

The Following are optional: telephone number and store hours.

These items are supplied by the one who sold the ads in outline form(the Co-op does so) or in a memorandum left in the continuity box.

Anyone who writes ads(outside of heelers) is entitled to recompense at the following rates:

$1 per sixty second spot approved by sponsor
$.60 per thirty second spot approved by sponsor
$.40 per twenty second spot approved by sponsor
$.25 per ten second spot approved by sponsor

Of course, all ads must also be approved by me. But if the sponsor already approves it(or them), I will naturally approve it as long as no FCC RULE is violated, e.g., any ad with profanity cannot be approved by me.

All heelers are expected to supply the continuity when they sell their ad.

More on Ads that are read

Many of them are short-term and not wbrth taping. They are all typed out and placed in continuity books which are in CR I AND CR II. Usually I put the ads in myself although any one ~~my~~ may put his ad in the books if he has checked it out with the traffic manager. No one should throw away continuity unless it is obviously obsolete,e.g., Newsweek ~~pro~~ advertisements which are changed weekly and are dated.

Changing ads

Our national sponsors change their ads every two or three months(except Newsweek which has new continuity every week).

Local sponsors, who have been with us for quite a while,e.g., Blue Jay Cleaners, should be changed at least as often, perhaps even every month.

Sports Remotes and Ads

If there is a sports remote, ads are read at the place of the remote. Hence I supply these ads to sporties by leaving the continuity in the continuity box where they pick it up and return.

Who writes ads

Either myself or the person who sold the ads. If I can't do them all for lack of time, I try to find someone else to help me. So far, that has been unnecessary.

Advertising in General

Where nothing is supplied to us, only continuity is written.

Where continuity is supplied to us, we add nothing to the advertisement.

Hence, we do not ad music or sound effects or anything like that. we just supply the voice(the shifter's or one on tape) and the continuity.

Public Service Announcements

This does not fall in my department. However, I might put some of them on cartridge to make it easier on the shifter although it is not necessary. In fact, I have not done so yet.

Communicating with the Continuity Director

One either calls me up or puts a note in my box, the one marked continuity.